



Company: Neonify.ai

Location: Brighton

Job Title: Marketing Manager

Full-time & Hybrid office working (min 3 days onsite)

Remuneration: £40-£45k p.a

Introduction: Neonify.ai is an innovative and intelligent content automation solution with the aim to revolutionise the way businesses approach content creation, from research and planning to production and publishing. We have built our first version of the product and our collective task as a team is to deliver on the extensive planning and project scoping after a recent significant Private Equity fund Raise. With cutting-edge technology, Neonify.ai looks to empower users to scale content production efficiently and effectively. Our mission is to leverage the huge developments in AI technology we have had in the last few years and create something unique, disruptive, and scalable.

Our flagship product uses Artificial Intelligence to enable, scale, curate and enhance content and data for brands and publishers. With proven results, Neonify.ai is ready to disrupt a large addressable market with its turnkey bespoke technology and proven revenue model.

Based in Brighton, Neonify.ai is looking for a marketing manager with outstanding digital skills, who is excited about working at the very early stages of a startup in the AI space. This is a great opportunity for an energetic marketer to take on this new role at the heart of a start-up, which has just secured its first round of funding.

We're after a self-starter who can take ownership of projects and understands how different marketing platforms work together in harmony to drive real growth.

Role Overview: We are seeking a motivated and creative Marketing Manager who thrives in a dynamic start-up environment. The ideal candidate will be a self-starter with a strong track record in planning and managing various projects and tasks. You will be responsible for developing and executing effective marketing strategies, creating compelling copy for campaigns, and leveraging multiple digital marketing channels to drive growth.



Key Responsibilities:

- Develop and implement comprehensive marketing strategies to achieve business goals.
- Plan, manage, and execute various marketing projects and campaigns across multiple channels.
- Create strong, engaging copy for marketing materials, including emails, social media, ads, and website content.
- Utilise performance marketing, PPC, social media, and email marketing to enhance brand visibility and drive customer acquisition.
- Manage CRM systems (e.g., HubSpot, Mailchimp) including setup, nurturing, and workflow automation.
- Oversee budget management and ensure marketing activities are delivered on time and within budget.
- Monitor and analyse campaign performance, providing regular reports and insights to inform future strategies.
- Collaborate with cross-functional teams to ensure consistent messaging and branding across all channels.
- Stay up-to-date with industry trends, tools, and best practices, particularly in digital marketing and AI/media/publishing sectors.

Requirements:

- Proven experience in planning and managing marketing projects and campaigns.
- Strong understanding of various digital marketing channels, including performance marketing, PPC, social media, and email marketing.
- Excellent copywriting skills with the ability to create compelling and effective marketing content.
- Strong attention to detail and ability to manage multiple tasks simultaneously.
- Proficiency with marketing tools such as HubSpot, Mailchimp, Google Ad Manager, and CRM systems.
- Confident using Microsoft and Google platforms.
- Proven ability to manage time and budgets effectively.
- Experience with WordPress is a plus.
- Passion for and excitement about AI, media, and publishing is highly desirable.



Benefits:

- Competitive salary and benefits package
- Opportunities for professional development and career growth
- Access to a suite of employee rewards and programs
- Access to cutting-edge technologies and tools.
- Collaborative and supportive work environment.
- Chance to work on impactful projects with real-world applications

If you are a visionary intrapreneur and an individual with a passion for AI technology and want to be part of a dynamic startup in Brighton, we encourage you to apply for the role.

We believe that this is an exciting opportunity to help shape the direction of a growing company and make a meaningful impact in the AI space.

Apply today and help us achieve our mission.

To apply, please send your resume and a cover letter outlining your relevant experience and why you're the right fit for [Neonify.ai to jason@neonify.ai